



Let's Get Vaccinated

COVID19 Awareness Campaign - Digital Resource Toolkit

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COVID19 Awareness Campaign - Digital Resource Kit

With the vaccination rollout underway in New Jersey, New Jersey Department of Health is offering this easy-to-use employee communication toolkit with information that will help Employers and Employees like you, educate, inform, and raise awareness about the COVID-19 vaccine. Please download the materials on this page to help you communicate with your staff regarding the COVID-19 vaccine as necessary.

Information Links

Addressing the most frequently asked questions by New Jersey residents:

https://www.state.nj.us/health/cd/documents/topics/NCOV/vaccine_provider_faqs.pdf

Fact Sheet: Phases of Vaccine Distribution [[English](#)]

Emergency use authorization fact sheet for COVID-19 vaccine recipients and caregivers

[[Pfizer/BioNtech](#)] [[Moderna](#)]

COVID-19 vaccines: know the facts [Download the pdf](#)

[[English](#)] [[Spanish](#)] [[Arabic](#)] [[Chinese.-Simplified](#)] [[Creole](#)] [[Gujarati](#)] [[Hindi](#)] [[Korean](#)] [[Polish](#)]
[[Portuguese](#)] [[Tagalog](#)]

The 8 things you need to know about the new COVID-19 vaccination program and COVID-19 vaccines.

[8 Things to Know about Vaccine Planning](#)

Read about the rigorous process the Centers for Disease Control has gone through to recommend the COVID-19 vaccine.

[How CDC is Making COVID-19 Vaccine Recommendations](#)

See the steps taken to be as certain as possible that the COVID-19 vaccine is safe and effective.

[Ensuring the Safety of COVID-19 Vaccines in the United States](#)

Questions answered about the vaccine, getting vaccinated, vaccine distribution and vaccine safety.

[Frequently Asked Questions about COVID-19 Vaccination](#)

Information Links

Learn about the various benefits of getting the COVID-19 vaccine as soon as it's made available.

[Benefits of Getting a COVID-19 Vaccine](#)

Learn about how the vaccines help our bodies develop immunity to the virus that causes COVID-19 without us having to get the illness and so much more.

[Understanding How COVID-19 Vaccines Work](#)

Some common misconceptions about the COVID-19 vaccine are addressed.

[Myths and Misconceptions about COVID-19 Vaccination](#)

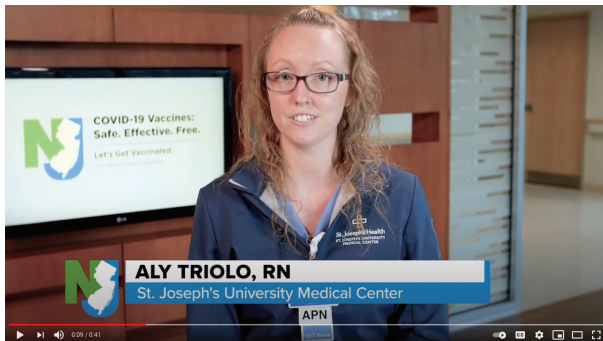
All about the messenger RNA vaccines and how they work.

[Understanding mRNA COVID-19 Vaccines](#)

Video Resources From Healthcare Professionals

All videos can be accessed with this link:

<https://www.youtube.com/playlist?list=PLKkbJEe5VHUkdGS8rh6gmcE9ROwpQUv6K>



Aly Triolo, RN - Trust Your Healthcare Providers:

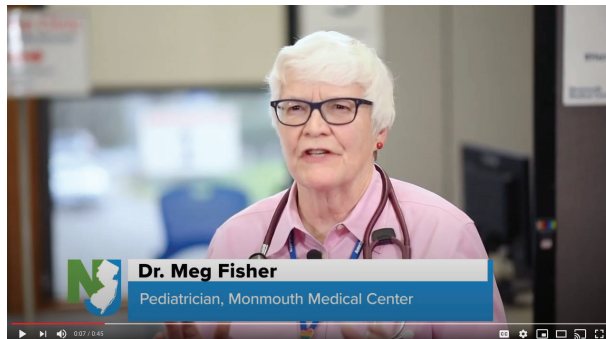
<https://youtu.be/5USpscaD1nM>



Dr. Juan Rojas - Let's get vaccinated (Spanish):

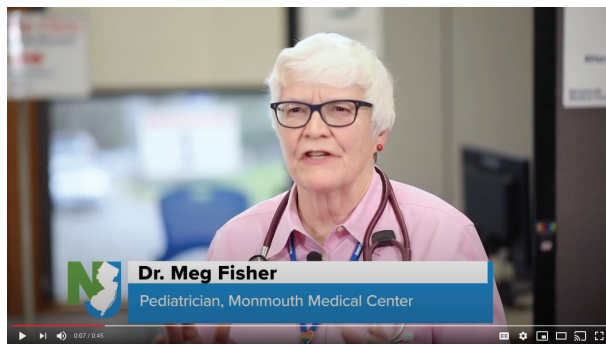
<https://youtu.be/Av7lwRneXLg>

Video Resources From Healthcare Professionals



Dr. Meg Fisher - Trust the science, the COVID-19 vaccines are safe and effective:

<https://youtu.be/CzQWhZ48tM4>



Dr. Meg Fisher - Infectious disease expert urges New Jersey residents to get vaccinated for COVID-19:

https://youtu.be/yeeeNfS_7fE



Maritza Beniquez, RN - The first person in NJ to get vaccinated against COVID-19 (English):

<https://youtu.be/StKPZXHDtB0>



Maritza Beniquez, RN - The first person in NJ to get vaccinated against COVID-19 (Spanish):

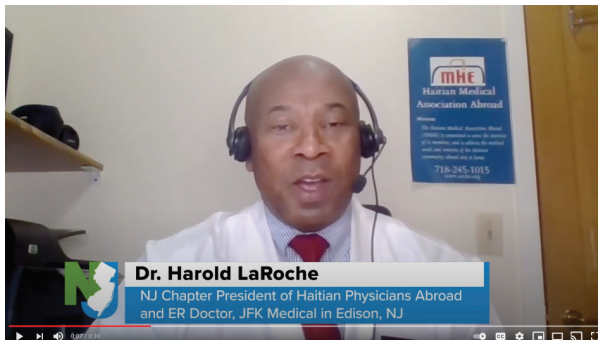
https://youtu.be/RZ4U9QpWn_8

Video Resources From Healthcare Professionals



Dr. Harold LaRoche - A doctor's experience as a COVID-19 survivor:

<https://youtu.be/NXsZh4pW48g>



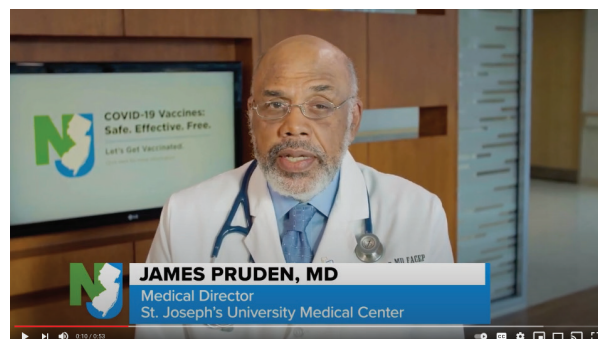
Dr. Harold LaRoche - A message to Haitian community in NJ about the vaccination (English):

<https://youtu.be/200tUDjL-3w>



Dr. Harold LaRoche - A Message to Haitian Community in NJ About the Vaccination (Creole):

<https://youtu.be/wurqDGoDEVE>



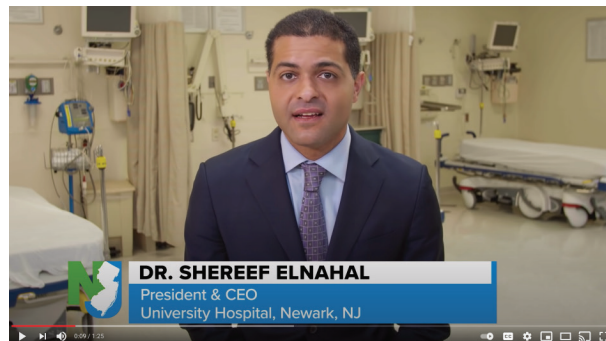
Dr. James Pruden - The danger of not getting vaccinated:

<https://youtu.be/6ksJSv5uliE>

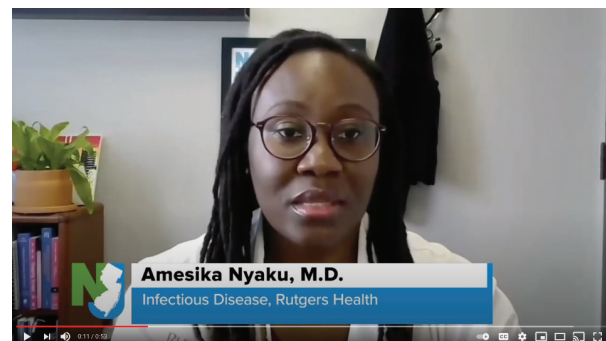
Video Resources From Healthcare Professionals



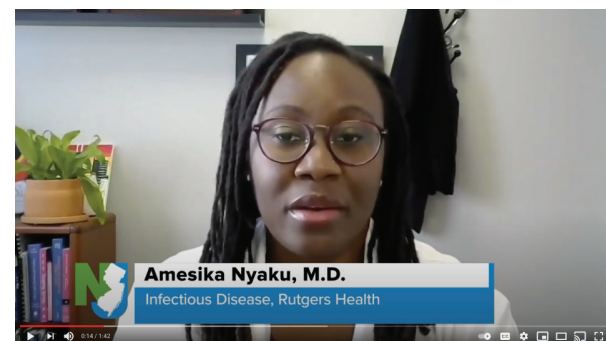
Rosemary Besaw - Why I got vaccinated:
<https://youtu.be/msasdFZsnp0>



Dr. Shereef El Nahal - The importance of everyone getting the COVID-19 vaccine:
<https://youtu.be/XR8H08g6Q6Q>

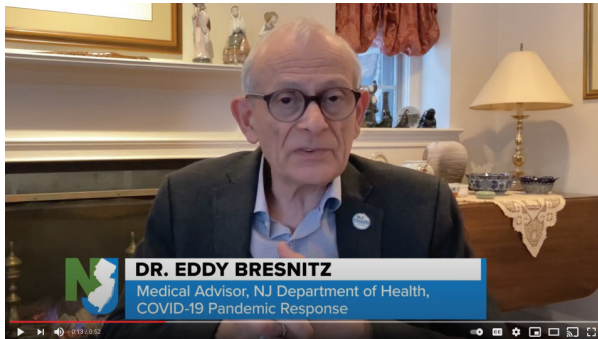


Dr. Amesika Nyaku - Addressing concerns within communities of color about the COVID-19 vaccines:
<https://youtu.be/ppeAaG6YtUc>



Dr. Amesika Nyaku - How safe, effective COVID-19 vaccines were developed quickly:
<https://youtu.be/ENe9rk8XA4M>

Video Resources From Healthcare Professionals



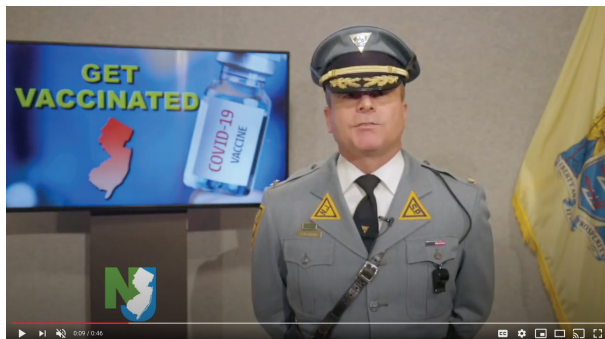
Dr. Eddy Bresnitz - Medical Advisor to the NJDOH, on the safety and efficacy of COVID-19 vaccines:

<https://youtu.be/z8bP0kYB4XE>



Dr. Tamara Green - A doctor's experience getting vaccinated:

https://youtu.be/n_7mcJP4jY



Colonel Patrick Callahan - COVID-19 vaccine information for Law Enforcement:

<https://youtu.be/k6tQeHF6yng>



Richard Mitutsky - NJ Division of Fire Safety, COVID-19 vaccine information for fire service

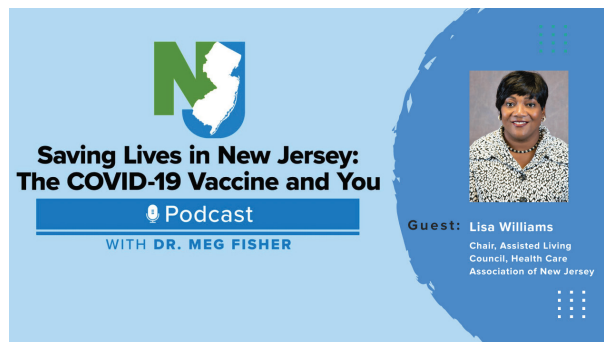
https://youtu.be/vJxpRD_Xcvc

Video Resources From Healthcare Professionals



Dr. Terry Clancy - Office of Emergency Medical Services, COVID-19 vaccine information for EMS:

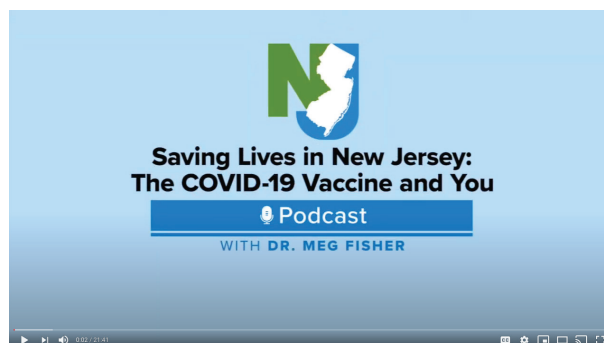
<https://youtu.be/dHvvMghl9tM>



Saving Lives in NJ: COVID 19 Vaccine - Guest: Lisa Williams, Health Care Association of NJ - Episode 1.

A podcast with Dr. Meg Fisher:

<https://youtu.be/YTymg9PcTkg>



Saving Lives in NJ: COVID 19 Vaccine - Guest: Dr Eddy Bresnitz Talks COVID- 19 Vaccine Safety - Episode 2. A podcast with Dr. Meg Fisher:

<https://youtu.be/j3irXiU2DSk>



Judy Persichilli - Commissioner, New Jersey Department of Health:

<https://youtu.be/VRbU9I1w5Kc>

In Market Digital Communications Resources

English language LinkedIn banners available for download 1200 x 628

[Link](#)



Spanish language LinkedIn banners available for download 1200 x 628

[Link](#)



In Market Digital Communications Resources

English language banners available for download:

300 x 250, 300 x 600, 320 x 50, 728 x 90, 970 x 250, 1200 x 628

[Link](#)



Spanish language banners available for download:

300 x 250, 300 x 600, 320 x 50, 728 x 90, 970 x 250, 1200 x 628

[Link](#)



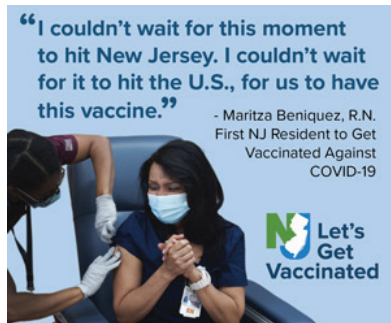
In Market Digital Communications Resources

Pull Quote Banners

English language banners available for download:

300 x 250, 300 x 600, 728 x 90, 970 x 250, 1200 x 628

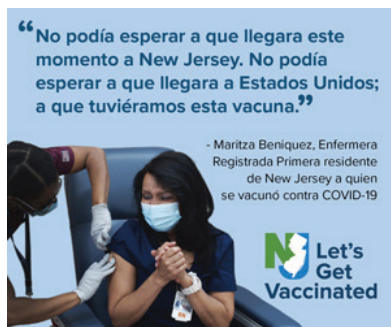
[Link](#)



Spanish language banners available for download:

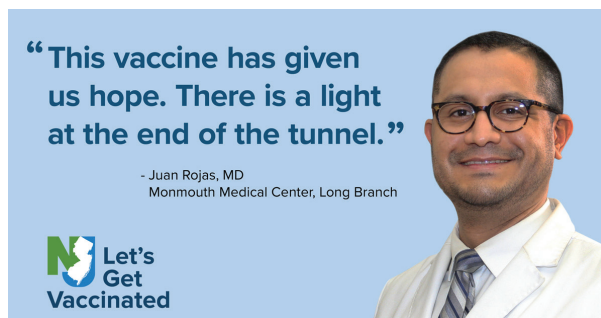
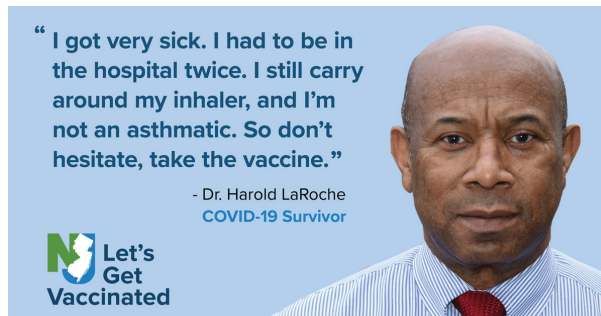
300 x 250, 300 x 600, 728 x 90, 970 x 250, 1200 x 628

[Link](#)



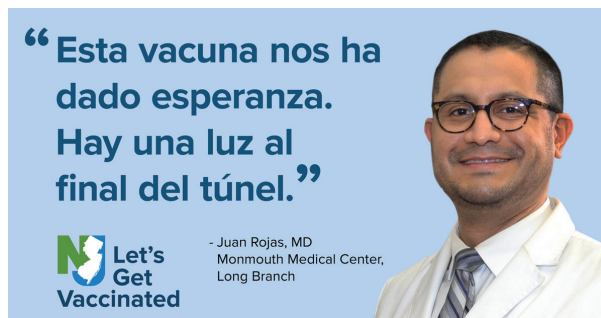
English language LinkedIn banners available for download 1200 x 628

[Link](#)



Spanish language LinkedIn banners available for download 1200 x 628

[Link](#)



Printable Flyers

[Maritza Beniquez Flyer](#)

“I couldn’t wait for this moment to hit New Jersey. I couldn’t wait for it to hit the U.S., for us to have this vaccine.”

- Maritza Beniquez, RN
First NJ Resident to Get
Vaccinated Against COVID-19



Getting vaccinated helps protect you, your family and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine
or call our hotline at **1-855-568-0545**.



COVID-19 Vaccines
Safe. Effective. Free.
Let's Get Vaccinated.

Watch experts address
your vaccine concerns on
our YouTube channel:



Printable Flyers

[Maritza Beniquez Flyer \(Spanish\)](#)

“No podía esperar a que llegara este momento a New Jersey. No podía esperar a que llegara a Estados Unidos; a que tuviéramos esta vacuna.”



- Maritza Beniquez, Enfermera Registrada Primera residente de New Jersey a quien se vacunó contra COVID-19

Vacunarse ayuda a protegerle, a proteger a su familia y a todos los que le rodean. Para obtener más información, visite nuestro sitio en covid19.nj.gov/vaccine o llame a nuestra línea directa al 1-855-568-0545.


Las vacunas contra el COVID-19. Seguras. Eficaces. Gratuitas. Vacunémonos.

Vea a expertos atender a las preocupaciones sobre la vacuna en nuestro canal de YouTube:



[Dr. Amesika Nyaku Flyer](#)

“We are here, we are fighting for you, to help stop the disproportionate burden that our communities are suffering because of the pandemic.”




- Amesika Nyaku, MD, MS
Assistant Professor
Division of Infectious Diseases,
Department of Medicine
Rutgers Health, Newark

Getting vaccinated helps protect you, your family and everyone around you.

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COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

Watch experts address your vaccine concerns on our YouTube channel:



[Dr. Harold LaRoche Flyer](#)

“I got very sick. I had to be in the hospital twice. I still carry around my inhaler, and I'm not an asthmatic. So don't hesitate, take the vaccine.”




- Dr. Harold LaRoche
NJ Chapter President of Haitian Physicians Abroad; ER Doctor
JFK Medical Center, Edison
COVID-19 Survivor

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[Dr. Juan Rojas Flyer](#)

“This vaccine has given us hope. There is a light at the end of the tunnel.”




- Juan Rojas, MD
Monmouth Medical Center, Long Branch

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[Dr. Juan Rojas Flyer \(Spanish\)](#)

“Esta vacuna nos ha dado esperanza. Hay una luz al final del túnel.”



- Juan Rojas, MD
Monmouth Medical Center, Long Branch

Vacunarse ayuda a protegerle, a proteger a su familia y a todos los que le rodean.

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[Dr. Meg Fisher Flyer](#)

“The COVID-19 vaccines were developed and tested within stringent guidelines from the U.S. Food and Drug Administration. That this happened faster than usual is due to the urgency of this pandemic and the extraordinary collaboration of scientists around the world. I got vaccinated. I hope you'll do the same.”




- Dr. Meg Fisher, Pediatric Infectious Disease Expert, Monmouth Medical Center

Getting vaccinated helps protect you, your family and everyone around you.

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Watch experts address your vaccine concerns on our YouTube channel:



Printable Flyers


Dr. Shereef Elnahal Flyer

“I’m grateful that safe, effective vaccines are now available to help us end this crisis. I’m urging everyone to get vaccinated.”


- Dr. Shereef Elnahal
President and CEO of
University Hospital, Newark

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your family and everyone around you.

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covid19.nj.gov/vaccine
or call our hotline at **1-855-568-0545**.

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Watch experts address
your vaccine concerns on
our YouTube channel:




Dr. Shereef Elnahal Flyer (Alternate)

“To all of my Muslim brothers and sisters in New Jersey, I’m urging you to get vaccinated.”


- Dr. Shereef Elnahal
President and CEO of
University Hospital, Newark

Getting vaccinated helps protect you,
your family and everyone around you.

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covid19.nj.gov/vaccine
or call our hotline at **1-855-568-0545**.

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Let's Get Vaccinated.**

Watch experts address
your vaccine concerns on
our YouTube channel:




Dr. James Pruden Flyer

“I survived COVID-19, barely. Too many have not. Get valid information from reliable sources and get the vaccine.”


- Dr. James Pruden
Medical Director, St. Joseph's
University Medical Center, Paterson

Getting vaccinated helps
protect you, your family
and everyone around you.

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Let's Get Vaccinated.**

Watch experts address
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our YouTube channel:



Janine Llamzon, RN, Flyer

“It is important for us in the healthcare community to get the vaccine. Why? Because it is our responsibility to our patients.”

- Janine Llamzon, RN
St. Joseph's University
Medical Center, Paterson

Getting vaccinated helps
protect you, your family
and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine
or call our hotline at **1-855-568-0545**.

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Watch experts address
your vaccine concerns on
our YouTube channel:



Janine Llamzon, RN, Flyer (Tagalog)

“Mahalaga para sa amin sa healthcare community na magpabakuna. Bakit? Dahil responsibilidad namin ito sa aming mga.”

- Janine Llamzon, RN
St. Joseph's University
Medical Center, Paterson

Kapag ikaw ay nagpabakuna,
makakatulong itong
protektahan ka, ang iyong
pamilya, at ang lahat ng mga
taong nasa iyong paligid.

Para sa karagdagang impormasyon, bisitahin ang aming site sa covid19.nj.gov/vaccine
o kaya'y tumawag sa aming hotline sa **1-855-568-0545**.

 **Ang COVID-19 Vaccines
Ligtas. Mabisa. Libre.
Magpabakuna Na Tayo.**

Panoorin ang mga
eksperto sa aming
YouTube channel, kung
saan tinutugunan nila ang
iyong mga alalahanin sa
vaccine.




Dr. Charles Farmer Flyer

“People of color are at higher risk of having serious complications of COVID. It's important that you get vaccinated —as soon as possible.”


- Dr. Charles Farmer
Emergency MD & Assistant Professor
Rutgers NJ Medical School

Getting vaccinated helps
protect you, your family
and everyone around you.

For more information,
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covid19.nj.gov/vaccine
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Recommended New Jersey Employer to Employee Communication

Frequently Asked Questions Regarding the COVID-19 Vaccines

[Download document](#)

Q: How do COVID-19 vaccines work?

A: Vaccines work by triggering a person's immune system to develop protection against a disease.

Q: Are COVID-19 vaccines safe and effective? How were they tested and approved?

A: COVID-19 vaccines that are authorized for use have gone through clinical trials involving tens of thousands of participants to determine their safety and efficacy. The known and potential benefits of approved vaccines outweigh the known and potential harms of becoming infected with COVID-19. The U.S. Food and Drug Administration (FDA) has granted Emergency Use Authorizations (EUAs) for COVID-19 vaccines which have been shown to be safe and effective as determined by data from the manufacturers and findings from clinical trials. Get more information here: https://www.state.nj.us/health/cd/topics/covid2019_vaccination.shtml

Q: Why would a vaccine be needed if we can do other things, like social distancing and wearing masks, to prevent the virus that causes COVID-19 from spreading?

A: Stopping a pandemic requires using all the tools available. Vaccines work with your immune system so your body will be ready to fight the virus if you are exposed. Other steps, like covering your mouth and nose with a mask and staying at least six feet away from others, help reduce your chance of being exposed to the virus or spreading it to others. Together, COVID-19 vaccination and following the Centers for Disease Control and Prevention's recommendations to protect yourself and others will offer the best protection from COVID-19.¹

¹ <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

**Q: How will New Jersey distribute a COVID-19 vaccine?
Is there a plan?**

A: New Jersey is following a phased approach for rolling out COVID-19 vaccines to serve all adults who live, work, or are being educated in the state. The State's goal is to vaccinate 70 percent of the adult population – or 4.7 million adults – within six months. Find specifics about the phased rollout approach here: <https://covid19.nj.gov/faqs/nj-information/slowing-the-spread/how-will-new-jersey-distribute-a-covid-19-vaccine-is-there-a-plan>

Q: Will the [insert your company name] pay for the vaccine?

A: No one will have to pay for the vaccine itself. The COVID-19 vaccine is available without cost-sharing barriers. Based on the CDC COVID-19 Vaccination Program Provider Agreement, all providers must vaccinate individuals regardless of whether they have health insurance coverage or what type of coverage they have, and are prohibited from balance billing or otherwise charging vaccine recipients. New Jersey Department of Health has more information here: <https://covid19.nj.gov/faqs/nj-information/assistance-and-benefits/is-the-covid-19-vaccine-free-what-if-i-dont-have-insurance#direct-link>

Q: If I decide to get the vaccine, how do I sign up?

A: Individuals can also visit covid19.nj.gov/vaccine to pre-register in the state scheduling system or find designated vaccination sites.

Q: Is the [your company name] tracking employees who get vaccinated (and those who do not)?

A: [company answer]

Q: Will [your company name] grant comp time for employees to get vaccinated?

A: [company answer]

Q: Should I get vaccinated if I've already had COVID-19?

A: Getting COVID-19 might offer some natural protection or immunity from reinfection with the virus that causes COVID-19. But it's not clear how long this protection lasts. Because reinfection is possible and COVID-19 can cause severe medical complications, it's recommended that people who have already had COVID-19 get a COVID-19 vaccine. If you've had COVID-19, wait until 90 days after your diagnosis to get a COVID-19 vaccine.

Q: Is there someone at the company I can speak with about getting the vaccine?

A: [company answer]

Q: How can employees learn more about the vaccine?

A: For more information visit <https://covid19.nj.gov/vaccine>
Brought to you by NJ Department of Health